

ORDER

Orders
Order / Rev: 211124
Alt Order #: WOC10955288
Product Desc: ELENI KOUNALAKIS FOR LT. GOVERN
Estimate: 2085 4/30-5/6/2018
Flight Dates: 04/30/18 - 05/06/18
Original Date / Rev: 04/30/18 / 04/30/18
Order Type: GEN

KGO-TV

Primary AE: Christopher Larcade
Sales Office: N-PH
Sales Region: National

Agency
Name: Sadler Strategic Media
Buying Contact:
Billing Contact:
 12103 Viewcrest Rd.
 Studio City, CA 91604

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Eleni Kounalakis For Lt. Govenor
Demographic: A35+
Product Codes: Local/State Candidate
Priority: P-03
Revenue Code 1: AGY
Revenue Code 2: POL
Revenue Code 3: POL-CAND

New Business Thru:
Order Separation: 00:20:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/30/18	05/06/18	61	\$60,000.00	\$51,000.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2018	61	\$60,000.00	\$51,000.00	0.00
Totals	61	\$60,000.00	\$51,000.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Christopher Larcade			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KGO-TV	30%	\$60,000.00
Market	100%	\$200,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
CSNBA	0%	\$0.00
KBCW	0%	\$0.00
KGOLW	0%	\$0.00
KICU	10%	\$20,000.00
KNTV	20%	\$40,000.00
KOFY	0%	\$0.00
KPIX	0%	\$0.00
KRON	10%	\$20,000.00
KTVU	30%	\$60,000.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N28	KGO	05/01/18	05/06/18	5a-6a News M-F ABC7 5a News	CM	Cc 5a-6a	- 11- 1- -	:30	3	\$100.00	P-03	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 04/30/18		05/06/18	- 11- 1- -				3			\$100.00		0.00			

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 Estimate: 2085 4/30-5/6/2018
KGO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/30/18	05/06/18	- 11- 1- -					3	\$100.00		0.00			
N29	KGO	05/01/18	05/06/18	6a-7a News M-F ABC7 6a News	CM	Cc 6a-7a	- - 111- -	:30	3	\$350.00	P-03	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/30/18	05/06/18	- - 111- -					3	\$350.00		0.00			
N30	KGO	05/01/18	05/06/18	GMA 7a-9a M-F Good Morning America	CM	Cc 7a-9a	- 2222- -	:30	8	\$400.00	P-03	0.00	NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/30/18	05/06/18	- 2222- -					8	\$400.00		0.00			
N31	KGO	05/01/18	05/06/18	Live 9a-10a M-F M-F 9a-10a	CM	Cc 9a-10a	- 1- 11- -	:30	3	\$300.00	P-03	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/30/18	05/06/18	- 1- 11- -					3	\$300.00		0.00			
N32	KGO	05/01/18	05/06/18	View 10a-11a M-F M-F 10a-11a	CM	Cc 10a-11a	- 1111- -	:30	4	\$800.00	P-03	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/30/18	05/06/18	- 1111- -					4	\$800.00		0.00			
N33	KGO	05/01/18	05/06/18	4p-5p News M-F ABC7 4p News	CM	Cc 4p-5p	- - 111- -	:30	3	\$200.00	P-03	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/30/18	05/06/18	- - 111- -					3	\$200.00		0.00			
N34	KGO	05/01/18	05/06/18	5p-530p News M-F ABC7 5p News	CM	Cc 5p-530p	- 1- 11- -	:30	3	\$450.00	P-03	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/30/18	05/06/18	- 1- 11- -					3	\$450.00		0.00			
N35	KGO	05/01/18	05/06/18	6p-7p News M-F ABC7 6p News	CM	Cc 6p-7p	- 11- 1- -	:30	3	\$500.00	P-03	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/30/18	05/06/18	- 11- 1- -					3	\$500.00		0.00			
N36	KGO	05/01/18	05/06/18	7p-730p M-F M-F 7p-730p	CM	Cc 7p-730p	- - 111- -	:30	3	\$900.00	P-03	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/30/18	05/06/18	- - 111- -					3	\$900.00		0.00			
N37	KGO	05/01/18	05/06/18	730p-8p M-F M-F 730p-8p	CM	Cc 730p-8p	- 11- 1- -	:30	3	\$900.00	P-03	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/30/18	05/06/18	- 11- 1- -					3	\$900.00		0.00			
N38	KGO	04/30/18	05/06/18	Mon Prime Other A Mon Prime Other A	CM	Cc 7:58 PM-10:00 PM (7:58 PM-10:00 PM)	1- - - - -	:30	1	\$4,000.00	P-03	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/30/18	05/06/18	1- - - - -					1	\$4,000.00		0.00			
N39	KGO	04/30/18	05/06/18	Mon Prime Hour C Mon Prime Hour 3	CM	Cc 10p-11p	1- - - - -	:30	1	\$2,000.00	P-03	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/30/18	05/06/18	1- - - - -					1	\$2,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KGO	04/30/18-05/06/18		Mon Prime Hour C		10p-11p	M- - - - -	:30		(\$2,000.00)		0.00	NM		
		See MG 39.2,39.3 [Not Available]													
2	KGO	05/01/18-05/01/18		Tues Prime Hour C		10p-11p	- T- - - - -	:30		\$1,500.00		0.00	NM		
		Ⓜ MG for 39.1 04/30 [Makegood Per Management]													
3	KGO	05/03/18-05/03/18		6p-7p News M-F		6p-7p	- - - Th- - - -	:30		\$500.00		0.00	NM		
		Ⓜ MG for 39.1 04/30 [Makegood Per Management]													
N40	KGO	05/01/18	05/06/18	Tues Prime Hour A Tue Prime Hour 1	CM	Cc 8p-9p	- 1- - - - -	:30	1	\$2,000.00	P-03	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

